Amendments to the Specification:

Please delete the current title and replace with the following:

System and Method for Determining Means of Items Contained in Feature-Based Clusters

Please replace the Abstract with the following amended paragraph:

~~A method and apparatus are disclosed for recommending items of interest to a user, such as television program recommendations, before a viewing history or purchase history of the user is available. A third-party viewing or purchase history is processed to generate stereotype profiles that reflect the typical patterns of items selected by representative viewers. A user can select the most relevant stereotype(s) from the generated stereotype profiles and thereby initialize his or her profile with the items that are closest to his or her own interests.~~ A system and method are disclosed for computing the symbolic mean of a cluster for use in a clustering routine, such as one which has partitioned a data set ~~partitions the third-party viewing or purchase history (the data set)~~ into clusters using a k-means clustering algorithm, such that points (e.g., television programs) in one cluster are closer to the mean of that cluster than any other cluster. ~~A mean computation routine computes the symbolic mean of a cluster. For a feature-based mean computation, the distance computation between two items is performed on the feature (symbolic attribute) level and the resultant cluster mean is made up of feature values drawn from the examples (programs) in the cluster.~~ The resulting cluster mean may be a "hypothetical" television program, with the individual feature values of this hypothetical program drawn from any one of the examples.